

PLAIN TALKS

June 1992

Volume 71 Number 6

The Class
of
1992



GSU enters
a new era

Aviation safety
climbs higher

Plain Talks celebrates 70



PLAIN TALKS

June 1992 Volume 71 Number 6



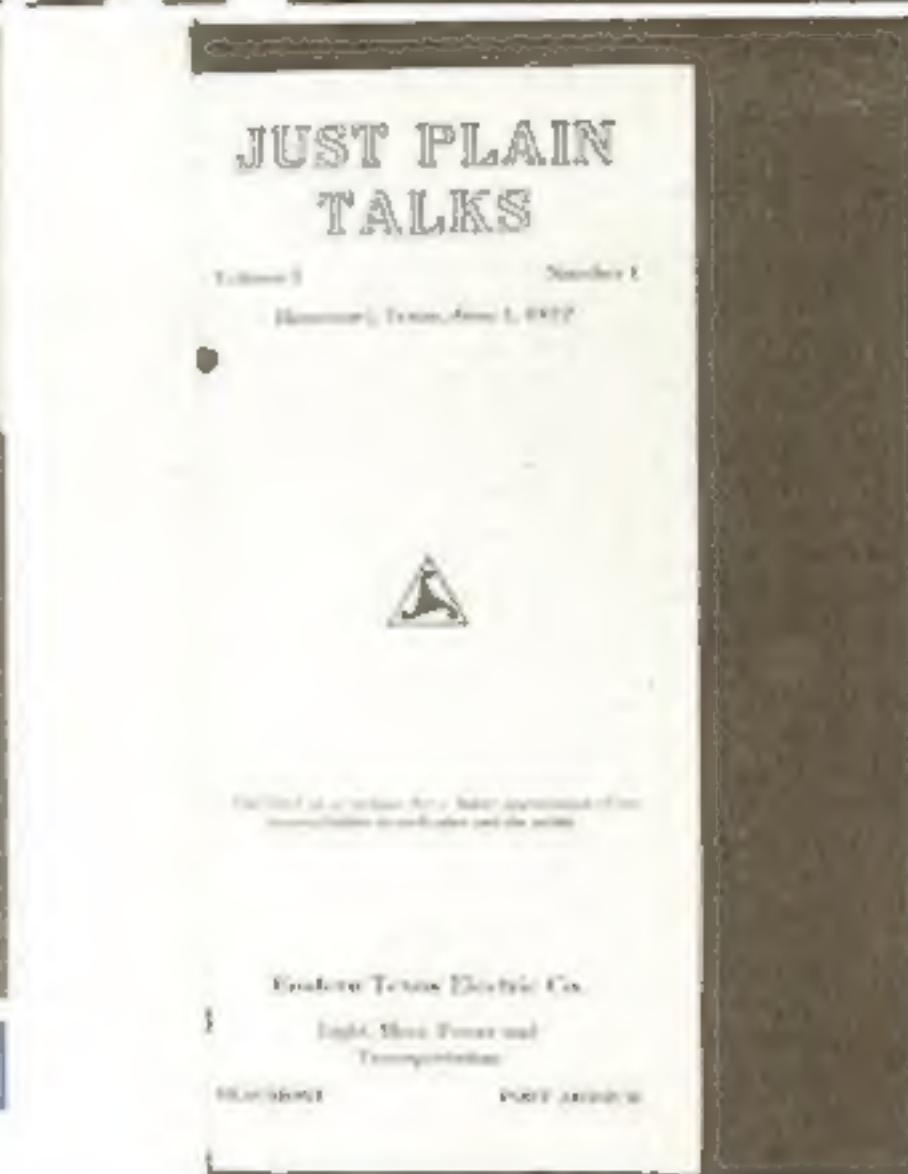
4



5



3



10



About the cover

Dixie Miller, spouse of Joe Miller, River Bend, and son, Jason, are both part of the graduating class of 1992. This month, **Plain Talks** honors Gulf States' graduates. (See pages 5-9) Photo by Pris Gallagher.

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CONTENTS

GSU and Entergy agree to combine

- 3 On June 8, GSU and Entergy Corp. announced plans to merge both companies, which would create one of the largest investor-owned utility systems.

The friendly skies of Gulf States

- 4 For 35 years, Gulf States' Aviation Department has flown company aircraft without a single injury or accident.

The Class of 1992

- 5 **Plain Talks** honors the class of 1992 with a photo feature of graduating family members of employees and retirees.

Happy 70th birthday, Plain Talks!

- 10 This month, **Plain Talks** marks its 70th year of publication. Former editor Jim Turner reminisces about the magazine's formative years.

- 11 Newsbriefs
- 12 Service Anniversaries
- 13 On The Move
- 14 Mailbox
- 15 Kim's Korner

GSU and Entergy agree to combine



On June 8, Gulf States Utilities and Entergy Corporation announced the two companies entered into a definitive agreement providing for the combination of GSU and Entergy. The proposed combination will offer customers in Southeast Texas and Southwest Louisiana lower electric bills, a long-term rate freeze and new initiatives in economic development, the chairmen of the two companies said.

"Combining the two companies is a win-win opportunity for all the key constituents, including customers, employees, shareholders and regulators," said Joseph L. Donnelly, GSU chairman of the board and CEO, and Edwin Lupberger, Entergy chairman and CEO.

Donnelly and Lupberger said the combination of the two companies will create a more competitive and efficient company that will add a new dimension to GSU's well-known emphasis on economic development activities in Southeast Texas and South Louisiana.

Lower energy costs and flat rates for five years or longer are certain to be strong inducements for business to relocate in the GSU area or expand their operations already in place, they said.

Under the terms of the agreement, which was unanimously approved by the boards of directors of both companies, Entergy and GSU will form a new holding company which will acquire all of the common stock of Entergy and GSU. The new holding company, which will be renamed "Entergy," will own all of the stock of GSU and Entergy's operating subsidiaries.

In the combination, GSU common shareholders can elect to receive \$20 in either cash or shares of common stock of the new holding company for each share of GSU common stock. The price will be increased if the transaction has not been consummated by June 5, 1994, to account for the dividends from and after June 5, 1994, that GSU's common shareholders would have received if the transaction had been consummated prior to such date, but not less than 25 cents per share per quarter.

Similarly, the price will be decreased on a dollar-to-dollar basis to reflect any dividends paid by GSU on its common stock during the period from the date of the agreement to the closing. The maximum amount of cash to be paid to GSU common shareholders pursuant to the agreement is \$250 million, and the agreement provides for the proration of cash in the event that GSU shareholders



Top, Donnelly and Lupberger field questions from the media during a press conference in Beaumont where the proposed combination was announced. Above, After months of negotiations, Lupberger and Donnelly sign the definitive agreement to merge GSU with Entergy Corporation.

elect, in the aggregate, to receive more cash than the \$250 million specified. Each of the shares of GSU preferred stock outstanding at closing will survive the closing as outstanding stock of GSU. Each share of Entergy stock will be converted into the right to receive one share of holding company common stock.

Completion of the transaction is subject to, among other things, the approval of the common shareholders of GSU and Entergy and the receipt of required governmental and regulatory approvals. These include approvals from the Louisiana Public Service Commission, the Public Utility Commission of Texas, the Federal Energy Regulatory Commission, the Securities and Exchange Commission and the Nuclear Regulatory Commission. The regulatory process could take at least 12 to 18 months.

The friendly skies of Gulf States

Since 1957, GSU pilots have flown millions of miles in an atmosphere of safety.

story and photos by Scott Harper

How would you like to rocket to the moon and back 10 times? Or maybe you would be interested in traveling around the world 250 times? No matter which adventure you choose, you will cover roughly 6 million miles. That's exactly how many miles GSU's Aviation Department has flown since its creation in 1957...without a single injury or accident.

Floyd Crow, chief pilot, firmly attributes the perfect safety record to "training and conscientious people who are dedicated to safety."

"All of our pilots go to recurrent training every year and are reviewed in all emergency techniques and procedures," he says.

The Aviation Department, located at the Jefferson County Airport, is responsible for transporting GSU personnel throughout the system and across the country if necessary, as well as patrolling transmission lines. Currently, the department leases three planes: a Lear 35 and a King Air E-90 for business travel and a Partenavia P-68 for line patrol.

Since its inception, the department has leased more than 10 planes. "We don't own any planes, they're all leased," Crow says. "We leased our first plane in 1958."

6,000,000 MILES OF SAFE FLYING SINCE 1957



Above, (l to r), Crow, Killough, Jackson, Hargrove and Rider were recently recognized for their continued safe-flying streak. Right, Crow maneuvers the Lear jet into the hanger.

Talking with GSU pilots, it's easy to understand how they achieved 6 million miles of safe flying.

"Safety is the bottom line," says Jim Killough, senior pilot. "We must always be prepared for an emergency."

Tom Hargrove, pilot, agrees, "Safety is number one on the priority list."

Killough, who has been piloting 30 years, continues, "You have to stay one step ahead of the plane. - You have to have a plan already in place in case something goes wrong." He says every take-off is predicated on engine loss.

"We'll go up for training purposes and fly with one engine turned off," Hargrove says. "However, I've never lost an engine."

Hargrove's missions have a bit more adventure than basic shuttles to Baton Rouge. When flying line patrols, his aircraft flies at tree-top level.

"I'm flying about 150 feet above the ground," the Air Force veteran says. "It's similar to aerobatic-type flying."

Weather conditions are constant variables pilots must monitor. "We try to plan around the forecast but with the weather, you never know," Killough says.

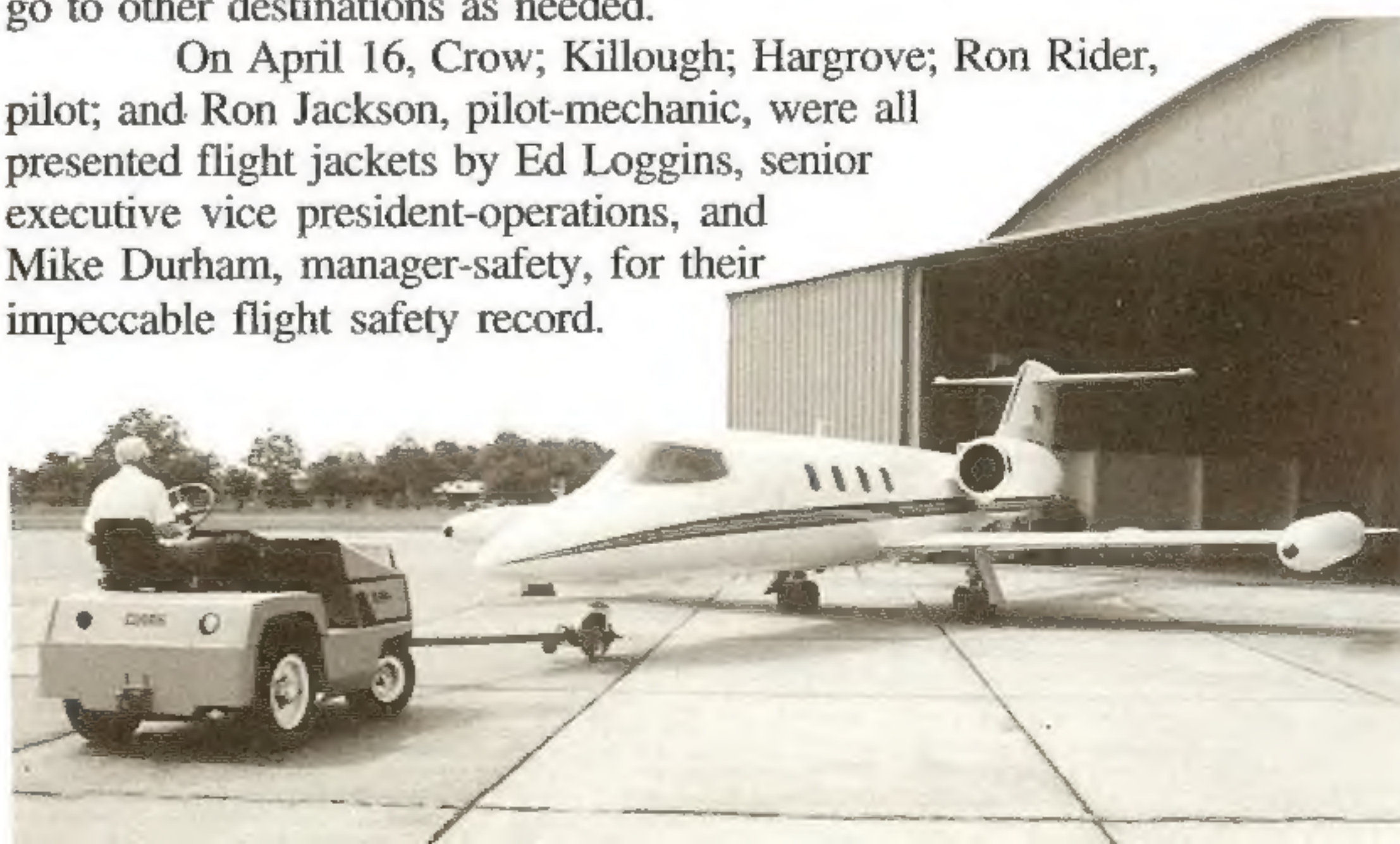
In particular, wind and heat cause low-level turbulence, an obstacle Hargrove doesn't want to meet along the tree tops. The heat causes the air to rise which can get gusty at lower altitudes. "That can get uncomfortable at times," he says with a smile.

According to Crow, the transportation planes travel primarily to Baton Rouge, with at least three round-trip flights per week. The planes go to other destinations as needed.

On April 16, Crow; Killough; Hargrove; Ron Rider, pilot; and Ron Jackson, pilot-mechanic, were all presented flight jackets by Ed Loggins, senior executive vice president-operations, and Mike Durham, manager-safety, for their impeccable flight safety record.



Inside the Lear jet, any of the seven potential passengers have a birds-eye view of the cockpit.



The Class

of 1992

High
School



Michelle R. Anderson
Conroe High School
Daughter of G. A. Anderson
Storeroom Supervisor
Conroe



Paul R. Bourque Jr.
Starks High School
Son of Paul R. Bourque Sr.
Metemman-1st Class
Lake Charles



Nettie M. Burch
DeQuincy High School
Daughter of Ray Burch
Maintenance Foreman
Nelson Coal



Tanisha Y. Burrell
McKinley Senior High School
Daughter of Mamie B. Burrell
Customer Contact Clerk
Baton Rouge



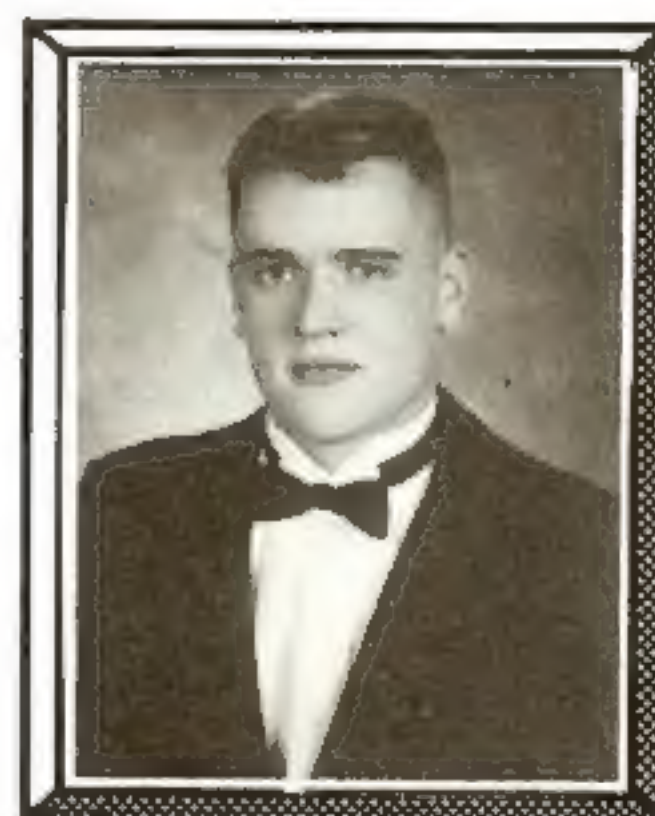
Jayna Mel Clark
Teurling Catholic School
Daughter of Melvin Clark
Service Foreman
Lafayette



Treacy Anne Bell
Splendora High School
Daughter of Eugene A. Bell
Utility Line Foreman
New Caney



Andrea Broussard
Lincoln High School
Daughter of Brenda Broussard
Customer Information Coordinator
Port Arthur



David William Burruss
West Feliciana High School
Son of Lewis Burruss
Senior Civil Structural Engineer
River Bend



Brandon D. Boggan
Lumberton High School
Son of Nancy Boggan
Computer Operator
Beaumont



Amy Lynn Burke
Westfield High School
Daughter of Bobbie Burke
Executive Secretary/Conroe
Niece of Betty Dickschat
Office Clerk/Navasota



Troy Paul Coon
Vidor High School
Son of Sharon King
Senior Systems Analyst
Beaumont



Jessica Croft
Woodlawn High School
Daughter of Ree Ann Vogler
Senior Engineering Assistant
Baton Rouge



Roxanne M. Dempsey
East Ascension High School
Daughter of Wilbur R. Dempsey
Retiree
Gismar



Laurie Dowies
West Brook High School
Daughter of Bob Dowies
Director-Fossil Fuels
Beaumont



Celeste Gravis
Vidor High School
Daughter of Kearney Gravis
Control Operations Foreman/
Sabine Station
Granddaughter of
Tommye Die
Customer Contact Clerk/Orange
Niece of Debbie Talbert
Departmental Clerk/Beaumont



Gwendolyn Fontnette
Stephen F. Austin High School
Daughter of Stephanie Fontnette
Student Systems Analyst
Beaumont



TeJuanya Reshay Evans
Baker High School
Daughter of
Darryl W. & Vera C. Ricard
Lineman-1st Class/Part-time Clerk
Baton Rouge



Christina Greenwood
Orangefield High School
Daughter of Deborah Stagg
Senior Systems Analyst
Beaumont



Rachel Hill
Montgomery High School
Daughter of Robert L. Hill
Meter Security Coordinator
Conroe



Jeff Daigle
Port Neches-Groves High School
Son of Tookie Schamber
Customer Contact Clerk
Port Arthur



Laurie Dewey
Conroe High School
Daughter of Pat Dewey
Employee Relations Advisor
Conroe



Lisa Ann Glaze
Vidor High School
Daughter of Lou Ann Glaze
Departmental Clerk
Beaumont



Christie A. Gresko
Episcopal School of Acadlana
Daughter of Joe Gresko
Utility Foreman
Lafayette



Shelley Hudson
Nederland High School
Daughter of Mary Hudson
Confidential Records Clerk
Beaumont



Griffin A. Dodge
Lumberton High School
Son of Beth Dodge
Management Assistant
Beaumont





Jamie Hurst
Redemptorist High School
Daughter of the late
Jimmy D. Hurst
Line Foreman
Denham Springs



Kennard Maurice Jarrell
Baker High School
Son of Bertha M. Jarrell
Painter-Production 1st Class
Louisiana Station



Allyson Marie Jones
West Brook High School
Daughter of Nancy H. Jones
Risk Management Associate
Beaumont



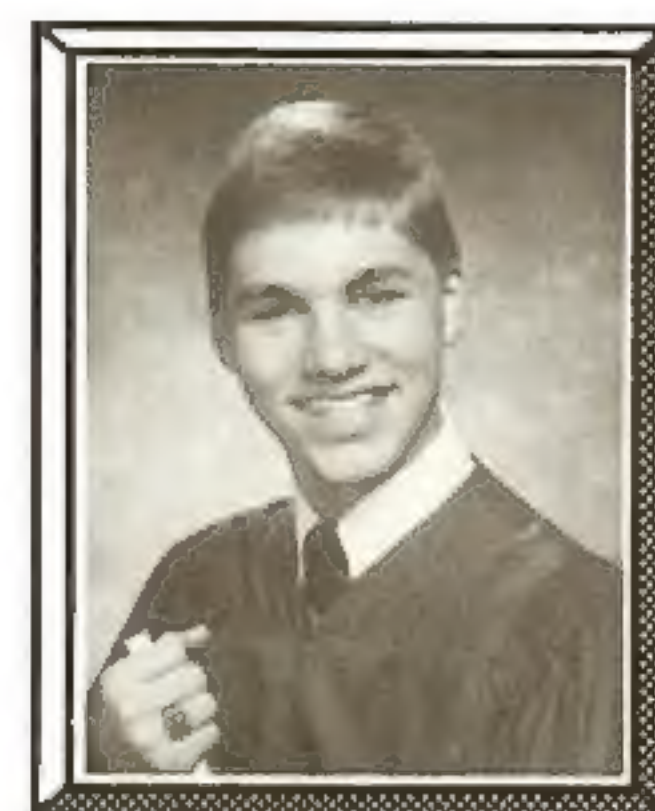
Misti Lister
Conroe High School
V.O.E. Student
The Woodlands



Cheryl Ann Moores
West Brook High School
Daughter of Pat Mayes
Clerk
Beaumont



James McLean
Lumberton High School
Son of Betty McLean
Departmental Clerk
Beaumont



Todd F. Newman
Sulphur High School
Son of Cecilla F. Newman
Customer Contact Clerk
Lake Charles



Robin Inglet
Willis High School
Niece of Stacy Alexander
Customer Contact Clerk
Conroe



Megan Jasper
West Brook High School
Daughter of Tom Jasper
Director-Production Projects
Beaumont



Troy A. Joyner
West Brook High School
Son of Henry Joyner
Administrator-Advertising
& Financial Info.
Beaumont



Tamara Peron
Stephen F. Austin High School
Daughter of Deborah Peron
Customer Contact Clerk
Port Arthur



DeAndrea LaShae Jones
West Orange-Stark High School
Daughter of Brenda Clark
Clerk
Orange



Todd Koons
Hardin-Jefferson High School
Son of Tootie Koons
Community Relations Coordinator
Beaumont



Jason Miller
Zachary High School
Son of J. S. Miller
Director-Engineering Analysis
River Bend



Cheree' Joy Peveto
Vidor High School
Daughter of Linka Peveto
Graphics Representative
Beaumont





Stacie L. Pitman
Nederland High School
Daughter of Dennis L. Pitman
Inventory Analyst
Beaumont



Paige Elaine Price
Nederland High School
Daughter of Pamela Price
Departmental Clerk
Beaumont



Derron Rogers
Nederland High School
Son of Bert & Sandra Rogers
Director-Office Services/Executive
Secretary
Beaumont



Anne Shah
Woodlawn High School
Daughter of Dushyant R. Shah
Senior Electrical Engineer
River Bend



Stephanie Kaye Smith
West Brook High School
Daughter of Larry Smith
Supervisor-Budgets
Beaumont



Jason Reed
Zachary High School
Son of Donna Reed
Departmental Clerk
River Bend



Clinton Louis Sandidge
Navasota High School
Son of Louis C. Sandidge
Director-Governmental Affairs-Texas
Grandson of T. A. Sandidge/
Retiree
Beaumont



Lori Ann Smith
Conroe High School
Daughter of A. Milton Smith
Manager-Power Interconnections
Beaumont



Danielle Marie Thibodeaux
False River Academy High School
Daughter of Phillip C. Thibodeaux
District Serviceman
Port Allen



Wendy Pounders
Lewisville High School
Granddaughter of Opal Meyers
Retiree
Vidor



Chris Reine
Scotlandville Magnet High School
Son of Joe Reine
Substation Mechanic-1st Class
Baton Rouge



Kristi D. Schroeder
Hardin-Jefferson High School
Daughter of Kay (Cookie) Schroeder
Senior Draftsman
Beaumont



Robert Anthony Smith
West Orange-Stark High School
Son of Robert Smith
Line Foreman
Orange



Chrissy Wilks
Lee High School
Daughter of Susan Holeman
Senior Engineering Assistant
Baton Rouge



Sandra Powell
Vidor High School
Daughter of Sherman Powell Sr.
Line Supervisor
Beaumont



Shelly A. Milburn
University of South Florida
Daughter of Ricks & Cheryl Bryant
Section Head-Engineering/
Departmental Clerk
Beaumont



Sophia Lorraine Perkins
Texas Woman's University
Daughter of Abston George Perkins
Supervisor
Sabine Station



Jennifer Crouse
Ogelthorpe University
Daughter of Tom Crouse
Manager-Administration
River Bend



Kristen Wynne
Redemptive High School
Granddaughter of Roy N. Beatty Sr.
Retiree
Prairieville



Guy Lance Williams
Dayton High School
Son of Greg Williams
Serviceman
Dayton



Laura Lynn Wakefield
Lamar University
Daughter of Pat Wakefield
Departmental Clerk
Beaumont



Tina Lynette Dowden
McNeese University
Daughter of Roy J. Dowden
Planning Supervisor
Nelson Coal



Rosemary K. Breakfield
Lamar University
Spouse of Jim Breakfield
Administrator-Market Research
Beaumont



Cynthia Walker
University of Texas at Austin
Daughter of Nolan E. Walker
Managing Director-Vari-Tech
Beaumont



Mark Gavora
Florida State University
Son of Betty Gavora
Supervisor-Employee
Communications
Beaumont



Douglas Terrell Burruss
Southeastern Louisiana University
Son of Lewis Burruss
Senior Civil Structural Engineer
River Bend



Rhonda Woodrome
Nederland High School
Daughter of Nancy Poole
Supervisor-Shareholder Services
Beaumont



Dixie Miller
Louisiana State University
Spouse of J. S. Miller
Director-Engineering Analysis
River Bend



Amy Viguet
Lamar University
Spouse of Mark Viguet
Communications Specialist
Beaumont



Happy 70th Birthday Plain Talks!

JUST PLAIN TALKS

Volume 1

Number 1

Beaumont, Texas, June 1, 1922

The nameplate from the first issue of Plain Talks in 1922.



Jim Turner

by Jim Turner

It is highly unusual for a company magazine to be older than its company.

But, as its readers can plainly see, **Plain Talks** is older than Gulf States Utilities. GSU was born August 25, 1925. The company magazine (once called the "house organ," an antiquated and disliked expression) came to light on June 1, 1922.

Other things are unusual about the early days of **Plain Talks**. Its name, for instance. Believe it or not, the first editor of the magazine was an electrical engineer named Reid Carlisle. It's difficult to imagine an engineer becoming an editor, much less coming up with a name like **Plain Talks**, or **Just Plain Talks**, as the early editions were called.

Rumor has it there was some argument within the corporate family about the grammatical correctness of the magazine's moniker. Reid's wife, June, who was for many years executive secretary to long-time GSU President Roy Nelson, was also an English language puritan.

"Reid, dear, you may call it 'Talking Plainly' or perhaps 'Straight Talk.' But 'Plain Talks'? That's ungrammatical," she might have said.

But **Plain Talks** it was. And is.

Thereafter, for many years, under the wise leadership of editors like Carlisle, Kenneth Sutton and Jerry Stokes, **Plain Talks** grew and prospered along with Gulf States. True, the magazine did not appear

every month; the editors had other assignments besides the magazine to occupy their days. Also, the size and format were a bit inconsistent during those formative years.

After World War II, however, the company was expected to settle down, get back to normal and gear up to try to weather the post-war business doldrums predicted by the sage economists of the time for southeast Texas and south central Louisiana.

Instead of a downturn, the area's economy skyrocketed, riding the crest of an oil and petro-chemical boom that lifted GSU into the ranks of the elite among the Fortune 500, right along with its blue-chip industrial customers.

Plain Talks prospered, too. Its staff increased, its photography and artwork improved and its pages were filled with award-winning prose about the company, its employees and the area it served.

Seventy years have gone by, and that tradition continues. A bit leaner, not as much color on its pages, but infused with youthful vigor, **Plain Talks** dutifully reports company news and remains loyal to the old three-legged stool ideology—employees, shareholders and customers.

Happy 70th birthday, **Plain Talks**! And many more.

Jim Turner is a GSU retiree living in Beaumont. He is a former manager of advertising and public relations and, for many years, was the editor of Plain Talks.

1945



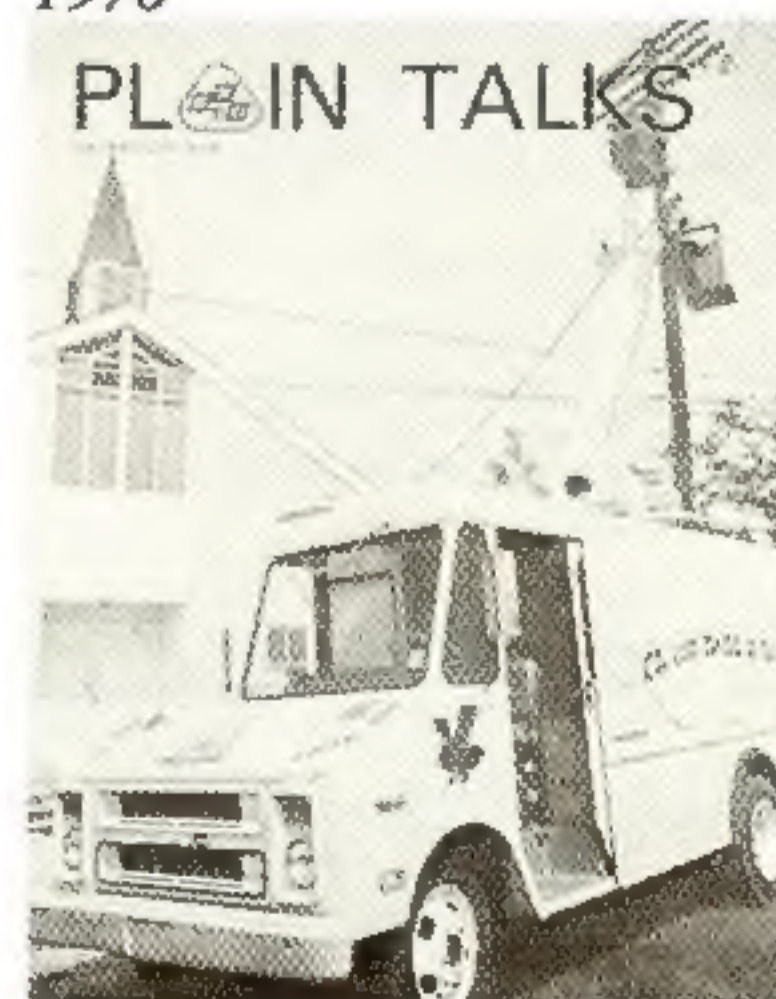
1958



1969



1976



NEWS BRIEFS

Lake Charles celebrates Christmas in April

GSU Reddy Volunteers from southwest Louisiana participated in "Christmas in April," a community wide, one-day blitz to repair and improve the homes of the low income, elderly and handicapped. The project is dedicated to keeping these homeowners living in warmth, safety, independence, dignity and decency.

Fifteen homeowners celebrated Christmas in April Saturday, April 25, thanks to volunteer efforts. The event was sponsored by the Junior League of Lake Charles and repairs were performed by teams of local volunteers, including GSU Reddy Volunteers, who caulked and weatherstripped all 15 homes.

Clyde Mitchell, customer affairs coordinator, Lake Charles, serves on the Christmas in April community board of directors. Coordination efforts and selection of homes are the primary responsibilities of the board. He also coordinated Gulf States' volunteers for the project.

Christmas in April is a national organization launched in 1983 and since then has involved 144,000 volunteers in the rehabilitation of 8,100 homes across the nation. Lake Charles area homeowners are already calling and requesting help for next year and GSU's volunteer team is making plans to adopt a home.



Top, Community volunteers put on a new roof and complete other repairs at a Lake Charles home. Above, (L to R seated), Doug Duplantis, Nathaniel LeDet, Clifton Fruge; (L to R standing) Paul Martin and Clyde Mitchell were part of the Reddy Volunteer caulking and weatherstripping team.

Photo courtesy Cleveland Advocate



The Greater Cleveland Chamber of Commerce recently named GSU "Business of the Year" for 1991. Above, Western Division Vice President John Conley (r) and Cleveland District Superintendent Charles Enloe (l) accept the award from Bill Petropolis, Cleveland City Manager.



The Harris County and Jasper-Newton County Forestry Landowners Association sponsored a seminar and field trip in March that included GSU's Blue Hills site. According to Marshall Hawkes, real estate agent, they chose the site due to GSU's long leaf pine timber management and regeneration

SERVICE ANNIVERSARIES

April

1992

40 YEARS

Jerry Fryer
Electric T&D
The Woodlands
John W. Jackson
Electric T&D
Conroe

30 YEARS

Paul L. Granger
Fleet Administration
Lafayette
Garland J. Lege
Electric T&D
Lafayette
Charles C. Petry
Plant Production
Sabine Station
Johnnie L. Reed
Plant Production
Sabine Station
David Thomas
Division Accounting
Orange
Guerry W. Weathers
Electric T&D
Beaumont
Kelton R. Whitehead
Materials Management
Baton Rouge

20 YEARS

Robert C. Luneau Jr.
Electric T&D
Baton Rouge
Larry W. McLaughlin
Plant Production
Neches Station
Chris H. Menzel
Engineering
Beaumont
Keith C. Sanders
Power Supply
Beaumont

10 YEARS

Jeanette C. Acreman
Division Accounting
Conroe
Clement Amos Jr.
Electric T&D
Lafayette
Roxana M. Broussard
Plant Production
Nelson Station
Cara N. Carpenter
Purchasing
Beaumont
Tony J. Cervantes
Electric T&D
Beaumont
Nelda W. Columbo
Division Accounting
Mid-County
Jack S. Compton
Plant Production
Nelson Coal
Joseph R. Cooper
Human Resources
Nelson Station
John A. Corkran
Plant Production
Nelson Coal
Pauline J. Davis
Electric T&D
Beaumont
George L. Elzie
Fleet Administration
Lake Charles
Paula B. Gillespie
Accounting Service
Beaumont
Alan K. Glenn
Electric T&D
Winnie
Timothy M. Hamilton
Plant Production
Nelson Station
Melvin K. Head
Plant Production
Sabine Station
Thomas J. Hebert Jr.
Plant Production
Willow Glen
Randy J. Henry
Plant Production
Nelson Coal
Gene R. Hill
Plant Production
Nelson Coal

Norma G. Huggins
Division Accounting
Baton Rouge
Paula W. Jones
Computer Applications
Beaumont
Bryan J. Meche
Electric T&D
Lafayette
Timothy T. Miller
Electric T&D
Lake Charles
Kent O. Moss
Plant Production
Nelson Coal
Gregory D. Prejean
Electric T&D
Zachary
Terry W. Richard
Plant Production
Sabine Station
Jesse A. Richardson
Plant Production
Nelson Coal
Joseph D. Rochon
Plant Production
Nelson Coal
Richard K. Schuster
Fleet Administration
Baton Rouge
Michael D. Scott
Electric T&D
Denham Springs
Deborah D. Stagg
Computer Applications
Beaumont
Jeffrey W. Stricklin
Electric T&D
Lake Charles
Mark P. Thompson
Electric T&D
Beaumont
Sarah L. Trenton
Plant Production
Nelson Coal
Carol H. Turner
Accounting Services
Beaumont
Thomas G. Wells
Electric T&D
Beaumont

ON THE MOVE

Promotions from April 1 - 30, 1992

Aboagye, Lydia A., Baton Rouge, to customer information coordinator, Electric T&D (14).

Amedee, Roger J., Baton Rouge, to lineman 4th class, Electric T&D (3).

Ard, Danny A., Orange, to lineman 3rd class, Electric T&D (6 months).

Bordeman, Michael E., Beaumont, to substation mechanic 2nd class, Electric T&D (9).

Boyd, Dana T., Willow Glen, to control operations foreman, Plant Production (12).

Burnett, Troy D., River Bend, to senior nuclear chemistry specialist, Plant Operations (8).

Bushman, Martin E., New Caney, to lineman 2nd class, Electric T&D (6 months).

Carpenter, David R., River Bend, to instrument control technician 1st class-nuclear, Plant Production (1).

Cifreo, Mark R., River Bend, to electrical maintenance foreman, Plant Operations (5).

Cole, Ronald E., River Bend, to process systems supervisor, Plant Operations (11).

Denmark, Carl E., Baton Rouge, to corrosion technician 1st class, Gas Department (22).

Douget, Brett A., Conroe, to apprentice-line and service departments, Electric T&D (1).

Durham, Frank A., Beaumont, to analyst, Energy Resources (8).

Foster, Robert A., New Caney, to apprentice-line and service departments, Electric T&D (6 months).

Goldin, Laurie H., Beaumont, to stenographer-senior, Division Accounting (3).

Granger, Michael P., Lafayette, to apprentice- substation, Electric T&D (11).

Hantz, Joseph L., Sabine Station, to senior chemist, Plant Production (10).

Hill, Keith M., Louisiana Station, to repairman 2nd class, Plant Production (12).

Johnson, Theodore B., Beaumont, to supervisor-personal computing systems, Computer Applications (8).

Kennedy, Yvonne S., Beaumont, to section head, Accounting Services (10).

Lafayette, Jessie, Baton Rouge, to corrosion technician 1st class, Gas Department (35).

Landry, Patrick S., Lafayette, to lineman 3rd class, Electric T&D (1).

Lebaron, Frank L., Lake Charles, to lineman 4th class, Electric T&D (2).

Lewis, Therese, Nelson Station, to test technician 2nd class, Plant Production (3 months).

Lopez, Frederick, Jr., Nelson Coal, to electrician 2nd class, Plant Production (9).

McKey, Bobby E., Willow Glen, to equipment operator, Plant Production (9).

Ormsby, Ronald T., Beaumont, to utility foreman, Electric T&D (21).

Perdue, Charles E. III, Louisiana Station, to test technician 3rd class, Plant Production (1).

Phipps, Charles I., River Bend, to senior technical specialist, Plant Operations (3).

Rhorer, Walter M., Baton Rouge, to utility foreman, Electric T&D (25).

Schauerman, Gary L., Beaumont, to supervisor-power plant standards, Engineering Standards (13).

Smith, Tommy J., Baton Rouge, to pipeman apprentice, Gas Department (3).

Starns, Conrad E., Baton Rouge, to utility foreman, Electric T&D (20).

Stephens, Aaron Jr., Nelson Station, to electrician 2nd class, Plant Production (6 months).

Strahan, Janet L., Beaumont, to senior systems analyst, Computer Applications (8).

Toussant, Keith B., Baton Rouge, to stores truckdriver, Electric T&D (13).

Vinson, Darrell G., Beaumont, to planning engineer, Engineering Services (4).

Willis, Sallie R., River Bend, to staff accountant I, RBNG-Business Systems (6).

() denotes years of service

MAILBOX



Pats Gallagher



L to R, P. O. Davidson and Henry Newchurch.

Athletes illuminated

"I am writing this letter in appreciation for your prompt and efficient assistance in solving our recent dilemma," writes Gwendolyn McHugh, principal, Livonia High School, Livonia, La. to **Walt Wright**, superintendent, Port Allen.

"I am fully aware that our football lights are not your responsibility, and for you to allow your employees to take the time to assist us was extremely generous. I would like you to know that with people like yourself, **P. O. Davidson** and **Henry Newchurch**, approximately 200 young athletes were able to participate in the track meet and we had great results."

Davidson is utility foreman in Port Allen and Newchurch is district serviceman in Livonia.

Absolutely magnificent

Ione and Donald W. Cornwell, Iota customers, sent the following thank-you letter after a tornado ripped through the town causing massive damage:

"My family and our business both have been customers of Gulf States Utilities for the past 40 years...For the first time in my life I felt it necessary to write a letter of appreciation for the service rendered.

"Your people were magnificent in the service you brought to Iota after the tornado last week, absolutely magnificent. I feel sure you will have many others expressing their gratitude for your services, but I would feel remiss if we did not extend our thank you to your company and the fine workers who came to our rescue."

Future interest

Bill Luther, director-standards, Beaumont, received the following letter from Melissa D. Johnson, sponsor, Junior Engineering Technical Society, Nederland High School, after her group toured the computer facility at Edison Plaza:

"I want to sincerely thank you for the tour of the GSU computer facility for the JETS group from Nederland High School.

"...Exposure to various engineering disciplines and visits to area businesses employing engineers provides these students with information and insights to aid them in making decisions affecting their futures.

"In addition to expressing appreciation for the time you spent with these students, I want you to know that all of their comments regarding the Gulf States Utilities tour were 100 percent positive. All of the students found the evening informative. Thank you for your interest in the future of our youth."

Responsive actions

"The Service League would like to take this opportunity to thank you and **Steve White** for giving us four trees," writes Service Member Lillian Gum, Madisonville, to **John Conley**, vice president-Western Division. "We have planted them on our court house lawn to make it more beautiful..."

"I would also like to thank **John Oliver** for being so nice to help us. He is a fine community worker and we feel so lucky to have them in Madisonville..."

"Again thank you, we appreciate Gulf States and all your people.

White is right-of-way maintenance supervisor, Conroe, and Oliver is district superintendent, Madisonville.

Team City best

"Newton County Historical Commission and Team City began a joint effort project in the summer of 1991 to produce a brochure which would be of the highest quality," writes Bonnie L. Smith, chair, Newton County Historical Commission (NCHC) and Newton Team City member, to **Jim Moss**, vice president-marketing. "Through Gulf States' Team City Program and the volunteers of the NCHC, we now have one of the finest brochures in all of East Texas.

"We are extremely grateful for your participation in making the brochure possible.

"I am enclosing...a letter from the Texas Historical Commission. Concerning the letter: Each year, all counties that participate in the award category must submit evidence of work that has been accomplished in order to receive the Distinguished Service Award. The brochure was a **vital** part of our award for 1991.

"I take this opportunity to state that individuals such as **John Bordelon**, **Carolyn Motl** and others in the Data Center are: 'The very best.' It is a joy to work with them. Thank you again for all the help. We rely on your continued support in Newton County."

Bordelon is administrator-Team City. Motl is economic development research analyst. Both are located in Beaumont

Pleasant dealings

"Thank you for your prompt help in providing me with service information and ratings on my former service with Gulf States Utilities," writes former customer Diane Lowrimore to **Laurie Goldin**, clerk, Beaumont. "I only wish that all dealings with companies could be as pleasant as I found you to be."

Countdown to communication

by Kim McMurray

It will take time for many Gulf States employees to sort out their feelings about the proposed merger with Entergy Corp., but at least the sorting isn't being done in the dark.

Keeping employees informed as the merger process goes forward is a high priority with GSU Chairman Joe Donnelly and Entergy Chairman Edwin Lupberger.

The two chairmen thought it was especially important for employees to hear the initial news of the merger agreement from the two companies instead of through the news media.

That wasn't easy, but it was worth it.

The merger agreement was signed by Donnelly and Lupberger about 7:30 p.m. Friday, June 5. Federal disclosure requirements called for the public announcement to be made at 7:30 a.m. (GSU time) Monday, when the New York Stock Exchange opened.

That posed a formidable challenge in terms of getting the word to employees as they arrived at work Monday morning. Some preliminary communications work had been done in the event that the two companies' boards reached agreement. (My office door had been closed so long, this sign appeared shortly after the merger announcement was made: "First the Red Sea parted. Then the Berlin Wall came down. And now Kim's door has opened!")

But nothing could be completed or produced until an agreement was actually reached. The 59 or so hours between the time the agreement was signed and the announcement was made were an extremely intense period of activity.

Two Entergy communications people arrived here shortly after the merger agreement was signed and we worked until 10 p.m. Friday night, putting the finishing touches on many of the communications pieces. The Entergy people flew back to New Orleans late Friday night to start producing the briefing books, media packets and employee information kits.

Among the materials that had to be completed, reviewed by the management and attorneys in both companies and reproduced were news releases, fact sheets, talking papers, anticipated questions and answers, brochures and letters.



As the process continued Saturday morning, a special challenge was posed by the two CEOs' desire to tell employees about the announcement in the most direct and personal way possible. Since they couldn't be everywhere, they decided to do a video that could be shown to all employees as early on Monday as possible.

At mid-day Saturday, I flew with Joe Donnelly and several senior officers to New Orleans, to videotape an interview with the two CEOs. When the officers flew back to Beaumont, I remained at the Entergy offices until Saturday evening working to complete the various pieces of the communications puzzle with assistance from my secretary, Marilyn McGraw, in Beaumont.

Entergy employees worked around the clock that weekend to put together thousands of employee information packets for shipment to Beaumont and Baton Rouge for further distribution to GSU locations.

At a special officers meeting at 3:30 p.m. Sunday, Joe Donnelly told the group the agreement had been signed. Each officer was asked to take enough information packets for all employees; copies of the videotape also were provided. A follow-up session was held for those who would disburse the information to employees or discuss the agreement on Monday with the media, political and regulatory contacts and key industrial customers.

By the time the Sunday meetings and briefing sessions were over, it was nightfall. That didn't leave much time for the packets and videotapes to be sent to various work locations for early Monday release, but the division vice presidents did the best they could.

It wasn't perfect. Ideally, all employees should have heard the news from their supervisors. But, since the public announcement had to be made at 7:30 a.m., that wasn't possible. Some employees heard it first on a morning newscast or were surprised by an Edison Plaza speaker announcement concerning the videotape.

But, given the amount and timeliness of the materials employees received as the announcement was being made, the CEOs' mandate to inform employees first should be obvious.

As the merger process moves ahead, there's much more to come. Stay tuned.

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GSU Chief Pilot Floyd Crow (above) and his fellow aviators fly a Lear jet and two other aircraft for important company business. The Aviation Department has compiled an impressive safety record since taking to the skies in 1957. For more information, see page 4. Photo by Scott Harper.



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